

Imagine a world without rules, without structure... Just pure chaos

Without rules, everything becomes chaotic and incomprehensible. Design is not just about shapes and colors—it's a structured system that allows us to communicate, create, and innovate


Design Elements & Principles







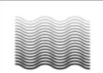


The fundamental components used to create a design, such as color, line, shape, texture, and space

The rules that guide how elements are arranged to create a visually appealing composition, including balance, contrast, emphasis, and unity

While elements are the ingredients, principles are the recipe that brings them together










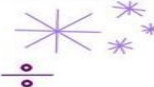




The Elements of Art
The building blocks of making art

Line		A line is a path made by a moving point through space. It is one-dimensional and can vary in width, direction, and length.
Shape		Shapes are flat, enclosed areas that are two-dimensional (length and height). Artists use both geometric and organic shapes.
Color		Color is perceived by the way light reflects off a surface. There are three properties of color: hue (color name), intensity (strength/purity), and value (lightness and darkness).
Value		Value describes the lightness or darkness of a surface.
Texture		Texture describes the surface quality of an object. Artists use both actual texture (how things feel) and implied texture (how things look like they feel).
Space		Space is used to create the illusion of depth within an artwork. It can also refer to the positive and negative space between, around, or within objects.
Form		Forms are three-dimensional (length, width, height) and can be viewed from many angles. Forms have volume and take up space.

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Elements And Principles Of Art

LINE Line is the path of a point moving through spaces 	PATTERN Pattern refers to the repetition or reoccurrence of a design element, exact or varied, which establishes a visual beat 
SHAPE / FORM Shape implies spatial form and is usually perceived as two-dimensional. Form has depth, length, and width and resides in space. It is perceived as three-dimensional 	RHYTHM / MOVEMENT Rhythm or movement refers to the suggestion of motion through the use of various elements 
COLOUR Colours all come from the three primaries and black and white. They have three properties: hue, value, and intensity 	PROPORTION / SCALE Proportion is the size relationship of parts to a whole and to one another. Scale refers to relating size to a constant, such as a human body 
VALUE Value refers to relative lightness and darkness and is perceived in terms of varying levels of contrast 	BALANCE Balance is the impression of equilibrium in a pictorial or sculptural composition. Balance is often referred to as symmetrical, asymmetrical, or radial 
TEXTURE Texture refers to the tactile qualities of a surface [actual] or to the visual representation of such surface qualities [implied] 	UNITY Unity is achieved when the components of a work of art are perceived as harmonious, giving the work a sense of completion 
SPACE / PERSPECTIVE Space refers to the area in which art is organized. Perspective is representing a volume of a space or a 3-dimensional object on a flat surface. 	EMPHASIS Emphasis refers to the created center of interest, the place in an artwork where your eye first lands. 

Line:



➡ A LINE IS A FUNDAMENTAL ELEMENT OF DESIGN USED TO DEFINE SHAPES, CREATE BOUNDARIES, AND GUIDE THE VIEWER'S EYE WITHIN A COMPOSITION.

➡ • **CHARACTERISTICS:**

➡ • **LENGTH:** LINES CAN VARY FROM SHORT TO LONG, INFLUENCING THE SENSE OF SPACE AND MOVEMENT.

➡ • **THICKNESS:** LINES CAN BE THIN OR THICK, CONVEYING DELICACY OR STRENGTH

➡ • **COLOR:** THE COLOR OF THE LINE AFFECTS THE OVERALL FEEL OF THE DESIGN; DARKER LINES OFTEN SUGGEST STABILITY WHILE LIGHTER LINES CAN FEEL MORE SUBTLE

➡ • **TEXTURE:** LINES CAN BE SMOOTH OR ROUGH, CREATING A TACTILE VISUAL EFFECT

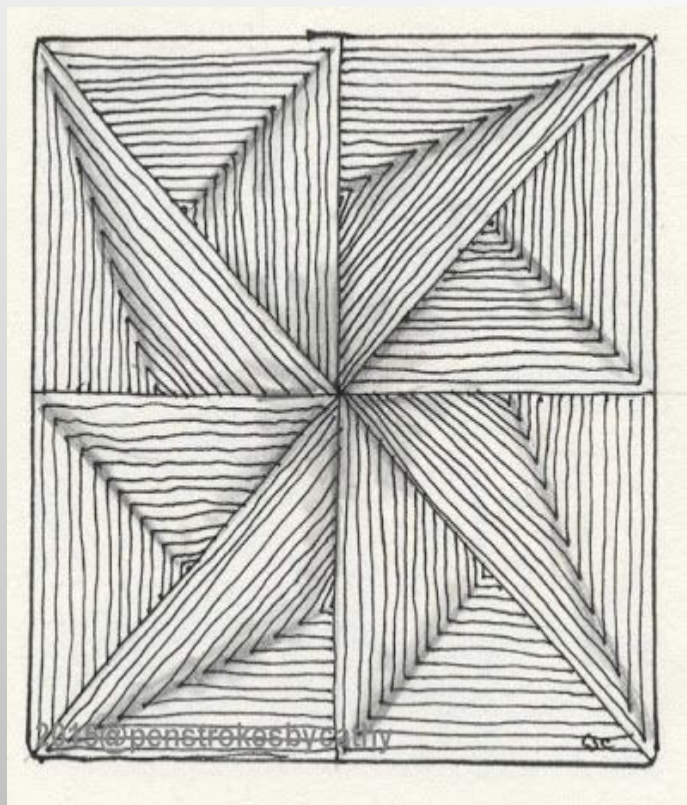
• **DIRECTION:** LINES CAN BE HORIZONTAL, VERTICAL, DIAGONAL, OR












Functions

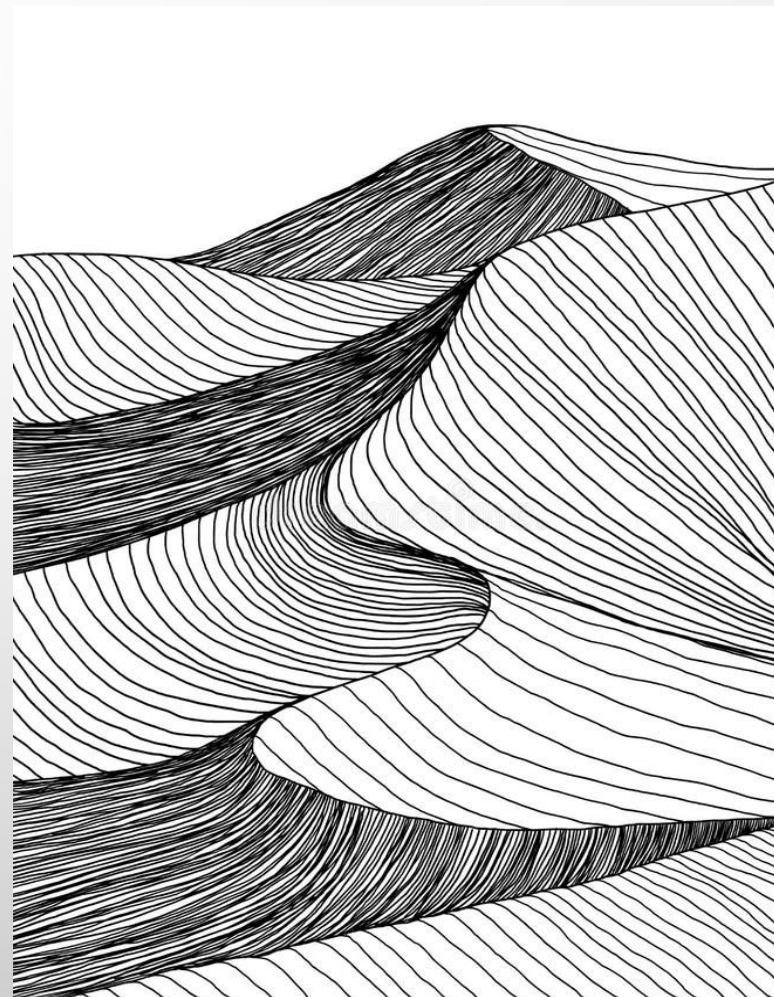
- **Direction and Guidance:** Lines help direct the viewer's eye and create a visual flow through the design
- **SEPARATION:** LINES CAN SEPARATE ELEMENTS OR SPACES, CREATING ORDER AND STRUCTURE
- **EMPHASIS:** LINES CAN HIGHLIGHT OR DRAW ATTENTION TO KEY PARTS OF A DESIGN
- **MOVEMENT AND RHYTHM:** DIAGONAL OR CURVED LINES CAN SUGGEST MOTION, WHILE HORIZONTAL OR VERTICAL LINES CAN FEEL CALM AND STABLE
- **CONTOUR AND SHAPE:** LINES DEFINE THE BOUNDARIES OF SHAPES AND FIGURES, HELPING TO FORM STRUCTURES WITHIN A DESIGN.

There are many different kinds of lines. Here are some common lines:

- * Horizontal lines – lines that run parallel to the ground, appear to be at rest.
- * Vertical lines – lines that run up and down, seem to show dignity, formality, and strength.
- * Diagonal lines – lines that signal action and excitement
- * Zigzag lines – lines that are made from combined diagonal lines, can create a feeling of confusion or suggest action.
- * Curved lines – lines that express movement in a graceful, flowing way



Different Types of Line		
		
straight (horizontal)	straight (vertical)	straight (diagonal)
		
thick	thin	dotted
		
curved	wavy	bumpy
		
zigzag	curly	spiral



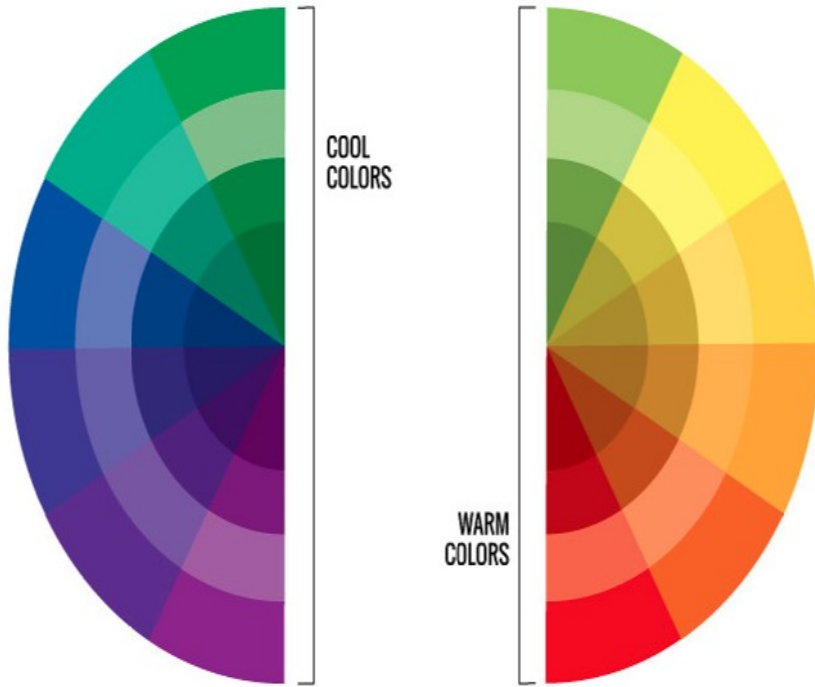
COLOR:

- COLOR IS A KEY ELEMENT OF DESIGN THAT ADDS VISUAL INTEREST, CONVEYS EMOTIONS, AND HELPS TO DEFINE A DESIGN'S MOOD AND STRUCTURE.

Color has different properties:

- HUE: THE COLOR ITSELF, SUCH AS RED, BLUE, GREEN, ETC.
- SATURATION: THE INTENSITY OR PURITY OF THE COLOR, RANGING FROM VIBRANT TO DULL.
- VALUE: HOW LIGHT OR DARK THE COLOR IS.
- TEMPERATURE: COLORS CAN BE WARM (REDS, YELLOWS) OR COOL (BLUES, GREENS), INFLUENCING THE OVERALL EMOTIONAL TONE.
- COMPLEMENTARY AND ANALOGOUS: COLORS CAN BE PAIRED BASED ON THEIR RELATIONSHIPS ON THE COLOR WHEEL (COMPLEMENTARY COLORS ARE OPPOSITE EACH OTHER, ANALOGOUS COLORS ARE NEXT TO EACH OTHER).

WARM & COOL COLORS



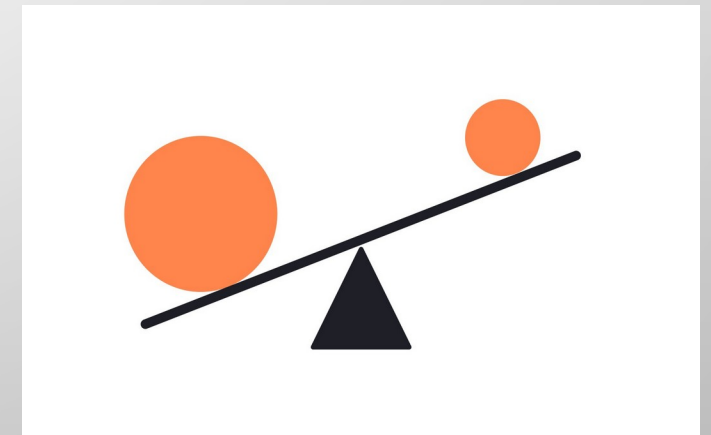
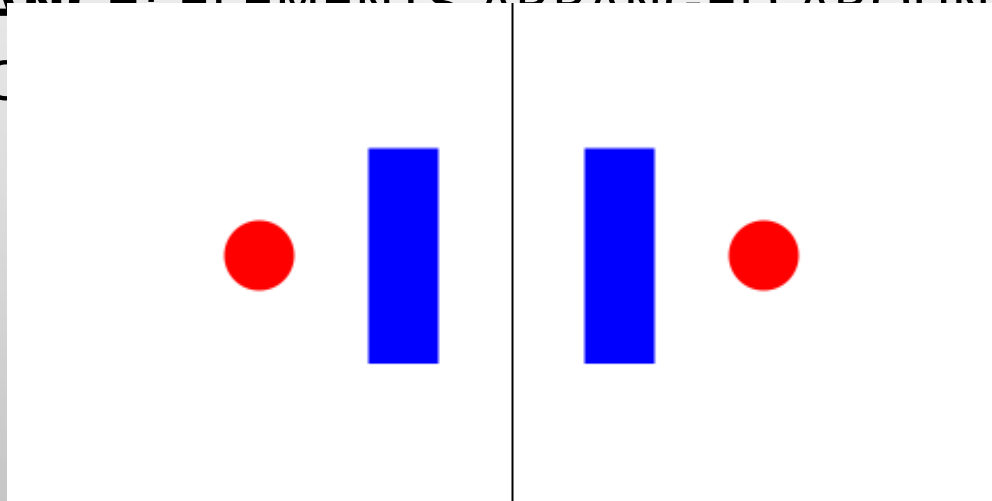
Colors can also be described as warm or cool depending on which end of the color spectrum they fall on.

functions of color:

- 1- Emotion & Mood: Colors evoke emotions—warm colors energize, cool colors calm.
- 2- **Branding**: Colors define a brand's identity (e.g., red for excitement, blue for trust).
- 3- Emphasis & Hierarchy: Colors highlight key elements and create a visual order.
- 4- Harmony & Balance: Proper color combinations bring balance and visual appeal.
- 5- Contrast & Legibility: Color contrast improves readability and element distinction.

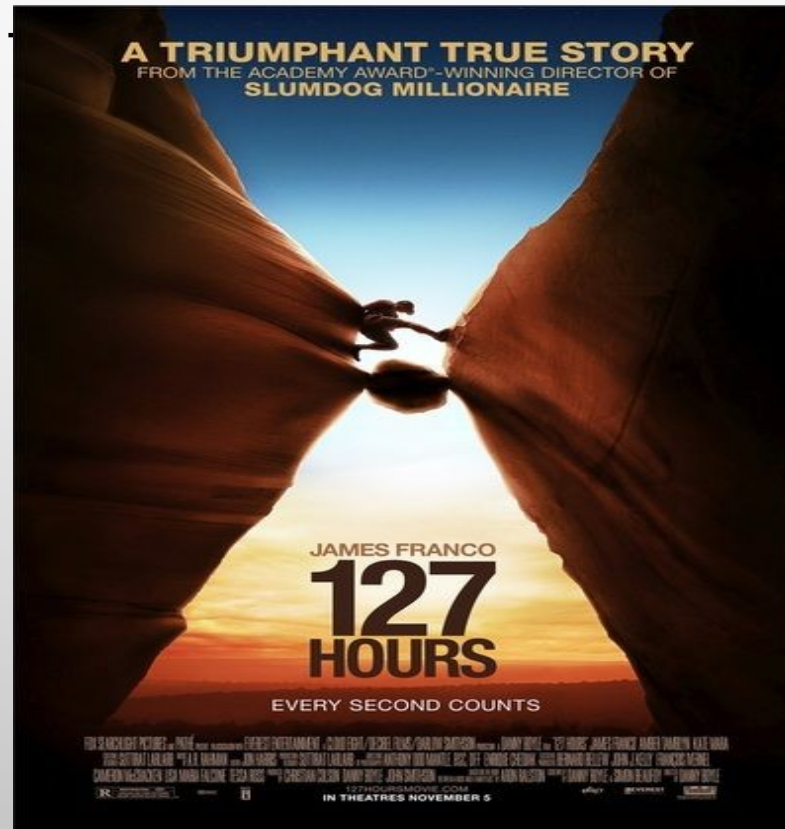
BALANCE

- . BALANCE REFERS TO THE DISTRIBUTION OF VISUAL WEIGHT WITHIN A DESIGN, CREATING A SENSE OF EQUALITY BETWEEN OPPOSITE ELEMENTS. IT CAN BE ACHIEVED IN DIFFERENT WAYS:
- **SYMMETRICAL BALANCE:** EQUAL DISTRIBUTION OF ELEMENTS ON BOTH SIDES OF A CENTRAL AXIS, CREATING STABILITY AND ORDER
- **ASYMMETRICAL BALANCE:** UNEVEN DISTRIBUTION OF ELEMENTS THAT ACHIEVES HARMONY THROUGH CONTRAST, SIZE, OR COLOR VARIATION WITHOUT MIRRORING
- **RADIAL BALANCE.** ELEMENTS ARRANGED AROUND A CENTRAL POINT,



Why Balance Matters?

- BALANCE IS CRUCIAL BECAUSE IT ENSURES THE DESIGN FEELS HARMONIOUS. WITHOUT IT, THE DESIGN MAY FEEL CHAOTIC OR UNCOMFORTABLE FOR THE VIEWER. PROPER BALANCE ENHANCES VISUAL APPEAL AND ENSURES THE COMPOSITION



Proportion

- PROPORTION IS THE RELATIONSHIP OF PARTS TO EACH OTHER AND TO THE DESIGN AS A WHOLE BASED ON DIVISION OF SPACE

CHARACTERISTICS:

SIZE RELATIONSHIP: HOW ONE ELEMENT'S SIZE COMPARES TO OTHERS

SCALE: THE SIZE OF AN OBJECT RELATIVE TO ITS SURROUNDINGS.

BALANCE OF PARTS: EACH ELEMENT'S SIZE SHOULD FIT WELL WITH THE WHOLE DESIGN.

GOLDEN RATIO: A MATHEMATICAL RATIO USED TO CREATE BALANCED AND



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- **Visual Harmony:** Proportion creates balance between elements.
- **Emphasis:** Proper proportion highlights key elements.
- **Unity:** Ensures all parts of the design fit together.
- **Aesthetic Appeal:** Correct proportions enhance beauty and order.
- **Movement & Focus:** Guides the viewer's eye through the design.